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Enter Web Address:

All

Take Me Back

Adv. Search

Searched for <http://www.webswap.com>

54 Results

Note some duplicates are not shown. [See all](#).

* denotes when site was updated.

Search Results for Jan 01, 1996 - Jul 08, 2002

1996	1997	1998	1999	2000	2001	2002
0 pages	0 pages	2 pages	2 pages	30 pages	16 pages	0 pages
		Dec 02, 1998 *	Nov 13, 1999 *	Mar 01, 2000	Jan 18, 2001 *	
		Dec 12, 1998 *	Nov 27, 1999 *	Mar 02, 2000 *	Feb 02, 2001 *	
				Mar 02, 2000 *	Feb 24, 2001 *	
				Mar 03, 2000 *	Feb 26, 2001 *	
				Mar 03, 2000 *	Mar 01, 2001 *	
				Mar 09, 2000 *	Mar 01, 2001 *	
				Apr 08, 2000 *	Mar 02, 2001 *	
				May 10, 2000 *	Mar 02, 2001 *	
				May 10, 2000 *	Mar 31, 2001 *	
				May 11, 2000 *	Apr 05, 2001	
				May 11, 2000 *	May 15, 2001	
				May 11, 2000 *	May 19, 2001	
				May 20, 2000 *	May 24, 2001	
				Jun 03, 2000 *	Jun 17, 2001	
				Jun 20, 2000 *	Jul 07, 2001 *	
				Jun 21, 2000 *	Jul 10, 2001	
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				Oct 07, 2000 *		
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				Oct 19, 2000 *		
				Dec 06, 2000 *		

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<input type="checkbox"/> Ho	<input type="checkbox"/> All Listings	<input type="checkbox"/> My WebSwap	<input type="checkbox"/> H	<input type="checkbox"/> WebSwap
<input type="checkbox"/> Add a Listing		<input type="checkbox"/> BETA		
<input type="checkbox"/> Stuff I Have	<input type="checkbox"/> Stuff I Want			

— go to an interest zone!! —

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members

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Top 5 Zones

[Laura's Pez Zone](#)

[Music Zone](#)

[Diverlink Scuba Zone](#)

[Sports Fanatic Zone](#)

[Computers & Internet Zone](#)

Featured Listing

[psychopenguin](#) wants:

"The Doctor"

and has:

"Millie's Book"

[WebDad](#) has:

"Chasing Amy"

and wants:

cash

— Swap what you've got for what you really want!™

Welcome to WebSwap. Our new and still developing website has a brand new name. Help us grow!

☐

Want to become a member? [Click here](#) to sign up!

Want to learn more? [Take a tour of the site!](#)

[ABOUT WEBSWAP](#) | [CONTACT US](#) | [JOBS](#) | [SITE MAP](#)

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<input type="checkbox"/> Ho	<input type="checkbox"/> All Listings	<input type="checkbox"/> My WebSwap	<input type="checkbox"/> H
<input type="checkbox"/> Add a Listing		<input type="checkbox"/> BETA	<input type="checkbox"/> WebSwap
<input type="checkbox"/> Stuff I Have	<input type="checkbox"/> Stuff I Want		

☐ about WebSwap

([welcome](#) | [executive team](#) | [investors](#) | [board of directors](#))

Welcome to WebSwap:

1 We are very pleased to welcome you to the WebSwap site. WebSwap is the site where you can swap what you've got for what you really want. On WebSwap you can list what you have to trade, and you can also list what you want. WebSwap automatically matches you up with other traders. On the WebSwap site you can sell what you have, buy what you want, and swap goods with others using convenient, easy-to-use screens. We have even introduced 3-way trades!

☐ Jens Christensen and Neguine Nevab

2 We have done our best to make the site fun and easy to use. You can browse our item listings to give you trading ideas. By looking at our category listings you might think of all the things you have and no longer use. For example, the CDs you've grown tired of, the video games that are gathering dust in a closet, the stroller and car seats your kids have outgrown. List them on WebSwap and trade them for things you really want. The web site is organized along zones – areas where people with common interests come to communicate, learn and trade. Whether you are an avid pez or diecast collector, a new parent, or a fervent gardener, we have a zone for you! Please check out our zones and come back to visit the ones that match your interests.

3 WebSwap was started by myself and my wife, Neguine. Living with two young kids, we watched as our house and garage filled up with stuff we didn't use anymore, such as toys our kids had outgrown and sports equipment we no longer had time to use. The idea for WebSwap came to us one day while talking to Tomas Christensen and Nikhyl Singhal around the kitchen table. We thought it would be a great idea to trade the things we have but don't use anymore for things that we actually need. We searched the web, but couldn't find a site for swapping our things with others. Thinking that surely others would also be interested in such a service, we started building the WebSwap site, with the mission to make it the number one swap site on the web.

We hope you enjoy the site!

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<input type="checkbox"/> Add a Listing		<input type="checkbox"/> BETA	<input type="checkbox"/> WebSwap
<input type="checkbox"/> Stuff I Have	<input type="checkbox"/> Stuff I Want		

-- go to an interest zone!! --

☐ Add a Listing

Books & Magazines (1684 listings)[Fiction](#), [Non-Fiction](#), [Magazines](#), ...**Clothing & Accessories** (910 listings)[Clothing](#), [Fine Jewelry](#), [Cosmetics](#), ...**Collectibles** (5092 listings)[Beanie Babies](#), [Dolls & Figures](#), [Diecast Cars](#), ...**Computers, Electronics & Video Games** (2700 listings)[Video Games](#), [Peripherals](#), [Audio/Video Electronics](#), ...**Food & Beverages** (171 listings)[Food](#), [Beverages](#), [Other](#), ...**Hobbies & Crafts** (462 listings)[Art & Craft Supplies](#), [Other](#), [Models & Model Trains](#), ...**Home & Garden** (567 listings)[Home Furnishings](#), [Kitchen & Dining](#), [Garden](#), ...**Movies & Theatre** (883 listings)[VHS](#), [DVD](#), [Tickets](#), ...**Music** (3822 listings)[CDs](#), [Records](#), [MP3](#), ...**Sports** (457 listings)[Sporting Goods](#), [Tickets](#), [Other](#), ...**Toys & Games** (3515 listings)[Role Playing](#), [Action Figures](#), [Dolls & Stuffed Toys](#), [Other](#), ...**Transportation** (374 listings)[Automobiles](#), [Parts & Accessories](#), [Bicycles](#), ...**Travel & Leisure** (345 listings)[Tickets & Frequent Flyer Miles](#), [Vacation Homes & Timeshares](#), [Other](#), ...**Miscellaneous** (644 listings)

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Other, Coupons & Rebates, Services, ...

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2 11924234

RADIO ONLINE

Orlando Sentinel (OS) - Saturday, November 20, 1999

Edition: METRO Section: LIVING Page: E4

Word Count: 418

3 MEMO

4 To suggest a site, send e-mail to Cyberscene@orlandosentinel.com

COLUMN: CYBERSCENE

A daily guide to online services

5 TEXT:

6 Looking for your favorite streaming audio servers? RadioSpy can do
the snooping for you.

7 A free, simple-to-use tool, RadioSpy allows fans of online music to locate
and connect to their favorite servers.

8 But, the site asks, why listen to someone else's show when you can
broadcast your own? With the RadioSpy DJ Tools, you can be the
DJ,
broadcasting your CD collection to any point on the globe.

9 Free downloadable DJ tools allow users to easily set up their own online
radio stations.

- 10 Address: www.radiospy.com
- 11 Swap meet
- 12 WebSwap is the site ``where you can swap what you have for what you really want."
- 13 List what you have to trade, or what you want, on the site. It automatically matches you with other traders. The site even offers three-way trades.
- 14 Not sure what you want? You can browse the site's item listings to get ideas. The Web site is organized along zones - areas where people with common interests come to communicate, learn and trade. Whether you are an avid Pez or diecast collector, a new parent or a fervent gardener, the site promises to have a zone for you.
- 15 Address: www.webswap.com
The smaller, the better
- 16 If you have been following coverage of Comdex, the giant computer covention and trade show this week in Las Vegas, you have read or heard a lot about hand-held devices. You can learn more about them at Smaller.com.
- 17 ``We intend smaller.com to be ground zero for the coming mobile device revolution - your site on the Web to read about, talk about, and shop for everything related to smart hand-held devices," the site says.

- 18 The site offers the latest in news and rumors related to hand-helds. It's also interactive - you can add your own stories and links.
- 19 There also is a library of free, share and commercial software to browse, download or buy. And, if you want to purchase hand-held devices or accessories, Smaller.com offers those too.
- 20 Looking ahead
- 21 WORLD WIDE WEB:
- 22 Chat with Eric Olsen from the Fox show Get Real at 9 p.m. Sunday at teenhollywood.com
- 23 Curious to know what's being done in the fight against AIDS? Are there any vaccines on the horizon? Has any more work been done on the Salk Immunogen? Are there any new preventative measures such as more effective condoms? Join a live chat with Dr. Roberto Ortiz for answers at 5 p.m.
Monday at thehealthnetwork.com
- 24 Copyright (c) 1999, Sentinel Communications Co.

pomoco aftermath

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18 May 2002

Pomoco Aftermath

Over the last couple of months, I've been curious enough to research the more recent fortunes of the original employees of PostModern Computing Technologies, Inc. which was a software company I helped start in Palo Alto, California, in 1991. PostModern was acquired by Visigenic Software less than a year after I left the company, in 1995, and Visigenic was acquired by Borland after that.

Including myself (Thane Plambeck), the original employees of PostModern were (in the order hired):

Jens Christensen
Thane Plambeck
Prasad Mokkapati
Suresh Challa
Neguine Navab

Almost all of the information below is based on what I've found on the web, not from these people themselves.



Jens Christensen and **Neguine Navab** are married. They apparently started a company called **WebSwap** sometime in the late 1990s (probably 1999). The service itself seems to have launched in the early part of 2000.

Here's a description of this business that I found in an article on the web, dated 17 January 2001, by Dave Baranowski:

WebSwap

It's not easy for an auction or retail Web site to find a model to distinguish itself these days.

Dynamic pricing? Fixed prices? Bartering? Sure. But how about all of the above? And how about letting the users decide how they'd like to transact? Hmmm...

No, it's not easy for sites, especially niche venues, to stand out nowadays. It's crowded and competitive out there, so if you're a barter site such as WebSwap, it helps to have a way to get noticed and appeal to buyers and sellers.

Freedom of Choice

WebSwap faces competition from other barter sites such as MrSwap.com and Switchouse, among others. Moreover, the practice of bartering used items such as computers and sporting equipment online isn't exactly new--folks who use newsgroups and bulletin boards having been doing it for years.

So how is WebSwap attempting to differentiate itself? The site lets its users choose whether they'd like to flat-out buy or offer to barter something they already own. In other words, they decide on how they want to transact.

And it's probably for the best.

Consider that it's not every day that you'll run across someone with spare Nissan car parts who wants to swap them for a men's wristwatch. And consider that even if you find someone willing to trade the latest Frank Sinatra

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biography for a pair of used hockey skates, how hard is it to make the deal come out even-steven?

To begin the process at WebSwap, swappers register and list the items they "have" and the items they "want" (free of charge) in multiple categories. The site's listings so far consist mostly of CDs, games, and movies that people have outgrown.

From there, WebSwap's patent-pending technology identifies matches between multiple individuals. For the person who wishes to swap the pair of hockey skates for that Sinatra book, multiple individuals means he or she actually has a 1,000 percent greater chance of success, according to WebSwap.

The WebSwap interface then walks swappers through the steps of making an offer, negotiating the terms, and closing the deal. The site provides users the flexibility to buy and sell items outright as well as use money as a "swap equalizer."

For buyers who don't have the patience to wait or haggle, WebSwap allows users to "buy it now"; that is, buyers can set up a deal for an item, and immediately buy when it becomes available. The seller might not need to list it at all.

WebSwap charges sellers a fee of 4 percent to 9 percent of the total amount of a sale. For example, the site reports that on a sale of \$15 (including shipping and handling), it would cost the seller \$1.20.

As an added service, WebSwap provides an escrow function, in which the site takes over the payment transaction, holding buyer payment in escrow for a two-week period until the buyer has inspected the shipped item. Shipment of an item is confirmed within three days.

WebSwap also offers bulk loading, free image hosting, and a \$300 U.S. transaction guarantee backed by Lloyd's of London.

Swap Till You Drop

WebSwap officially launched last February with \$13 million in first-round VC funding. The site now claims to have 250,000 registered users and 275,000 unique listings.

At this point, actual swaps make up fewer than 25 percent of WebSwap's transactions. But those people who make up that 25 percent can't say they didn't have other options.

[Sidebar]

Metrics: WebSwap

Site offering dynamic pricing, fixed pricing, and bartering as ways to transact person-to-person business.

275,000 unique listings
250,000 registered users
1.5 million unique visitors
No. 7 Web site for women 25-34 (Media Metrix)

Services: Bulk loading, free image hosting, in-house escrow service, \$300 transaction guarantees backed by certain underwriters at Lloyd's of London, 100 percent safe payment processing, and multiple ways to transact

Fees: Transaction fees for sellers run from 4 percent to 9 percent; no charges for buyers

Other Options: If bartering isn't someone's preferred method of striking a deal, WebSwap offers a virtual garage-sale option. With this dynamic-pricing method, prices on new and used merchandise fall hourly while a rock-bottom minimum price is maintained.

That all sounds pretty good. Here's another boosterish article on WebSwap. And here's another one from early 2000 that appears in a publication called Valley Capital Report. Marc Goldberg even told me that he saw an article on Jens and Nequine in People Magazine. I'll have to find it and add it to this web page.

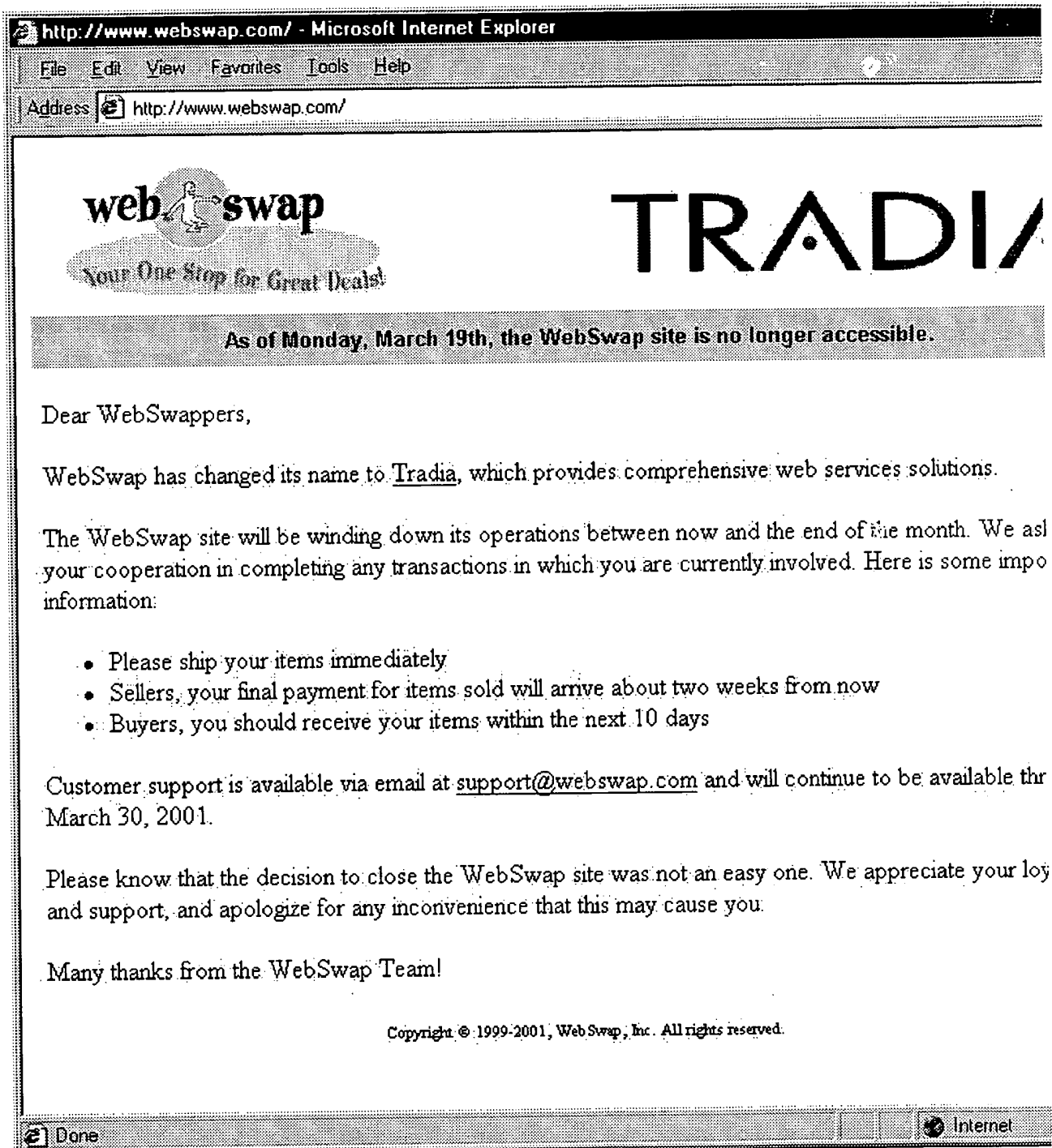
Unfortunately, WebSwap seems to have missed the window for selling this type of consumer-oriented (and presumably highly unprofitable) Internet business. Things must have gotten increasingly unpleasant after the great Internet stock crash began in March 2000.

Eventually (March 2001) WebSwap recast itself as a new company focused on "web services solutions" called Tradia. Here is a fragment of an article announcing the new plan, dated 15 May 2001:

Tradia Inc. introduced its InstantXML software that the company claims can automatically turn Java-based applications into Web-based applications or Web services. Nequine Navab, Tradia's (www.tradia.com) vice president of engineering, said that the program uses Java APIs to discover methods of a class, identify those methods and then generate a Web services application from those methods without the need to generate any new code.

She added that once a Web service has been exposed to the Web, it would be possible for Visual Basic programmers using .NET to find the service, bring it in and access it from within a VB application using the XML data types now available in .NET, essentially providing a way to use Java components within a Microsoft environment. InstantXML will be in beta testing until June; no prices have been announced.

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But that doesn't seem to have solved the problems. By the summer of 2001, Tradia went out of business too.

Here is a report from the online version of the *Red Herring* magazine, dated 18 July 2001:

Page 12**Dealflop: Tradia**

After three attempts at finding the right business model, Tradia has gone kaput, burning Accel, Sequoia, and angels to the tune of \$14 million.

By Julie Landry
July 18, 2001

After three attempts at finding the right business model, Tradia has gone kaput.

Started in 1999 as Webswap.com, a consumer-to-consumer e-commerce and swapping site, Tradia cycled through several of-the-moment attempts to become a viable business before closing its doors on June 25. In the process, it burned through \$14 million from Sequoia Capital and Accel Partners, and angels Roger Sippl and Ron Conway.

Webswap.com debuted in February 2000, first allowing consumers to barter for items for free and later charging a sellers' fee, and even trying a "garage sale" model where prices dropped over time.

Hopping on the business-to-business (B2B) and application service provider (ASP) bandwagons in late 2000, Webswap.com relaunched as Tradia to sell hosted infrastructure software for corporate bartering based on its existing technology.

Tradia's Webswap.com subsidiary was shut down in March 2001, about the same time most of its competitors ran out of steam (including Swapit and Swap.com).

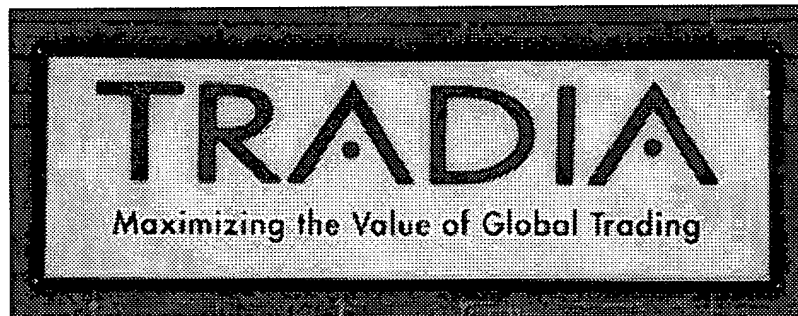
In a last-ditch effort, Tradia began marketing itself as a "Web services software company" in April 2001. Its core product was to be InstantXML, a tool that would allow Java and HTML developers to Web-ify existing applications. Again, it faced too many competitors.

What lessons did Tradia's investors take away from the failure? Mark Kvamme, who sat on Tradia's board for Sequoia, and the rest of the investors didn't return calls for comment.

ANOTHER ONE BITES THE DUST

Just a few weeks after Tradia tanked, another Sequoia investment -- a much more prominent one -- also shut its doors. Online grocer Webvan filed for Chapter 11 bankruptcy. Sequoia had invested \$53.5 million in the company and reportedly watched the value of its holdings dwindle to just \$4.5 million as Webvan shares sank to just 6 cents on the day it declared bankruptcy.

On 17 May 2002, just before putting together this web page, I drove by the former Tradia office location in Palo Alto to see what was there, and took some photos.



Tradia sign, still attached to vacant building
almost one year after the company failed